

## **MAX VALIQUETTE**

### **Youth Culture Expert**

Max Valiquette is Canada's foremost expert on youth culture and marketing. He is founder and President of Youthography, Canada's leading youth marketing consultancy.

Youthography is Canada's leading youth-focused communications agency, managing market research and marketing programmes for all variety of clients and organizations, be they fortune 500 companies, governmental organizations, or not-for-profit.

Valiquette's varied expertise makes him one of the most sought after speakers on youth and pop culture in Canada today. He has been featured in virtually every national media outlet in Canada, including MuchMusic, CBC Television, ROB-TV and TSN, as well as in various newspapers, periodicals and trade publications, from *The Wall Street Journal* to *Canadian Business*, and everything in between. He is the author of numerous industry related articles, and was the three-time Chairperson of *Strategy Magazine's* Understanding Youth Conference. Valiquette has a B.A. from the University of Ottawa, is a former Central Canadian Debating Champion, and has performed, as a sketch comedian, at Second City. He was recently named one of Canada's most influential marketers by *Marketing Magazine*.

For more information visit [http://www.speakers.ca/valiquette\\_max.aspx](http://www.speakers.ca/valiquette_max.aspx)